

ABSTRACT

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THE INFLUENCE OF BRAND EXPERIENCE, CUSTOMER SATISFACTION, BRAND LOVE, AND BRAND TRUST TOWARDS BRAND LOYALTY: THE CASE STUDY OF NETFLIX IN INDONESIA

(xiii+85 pages; 7 figures; 20 tables and 6 appendices)

Globalization and the rapid development of international business have led to growth in the entertainment industry, particularly the use of digital streaming entertainment worldwide. Streaming Video on Demand (SVOD) has been growing rapidly globally in the past recent years, many have moved from traditional to digital streaming for entertainment, with a wider range of selection available wherever and whenever. Netflix is recently ranked on top with the fastest growing industry across the globe, people with internet access start to use SVOD. However, this is not the case in Indonesia, Netflix popularity has been growing in the past years. In addition, Netflix hasn't been able to have a similar impact compared to the global SVOD brand ranking. Therefore, this research will utilize Brand Experience (Sensory, Intellectual, and Behavior), Customer Satisfaction, Brand Love, and Brand Trust as the independent variable to research the influences towards Brand Loyalty of Netflix to study the problem and give the suggestion on Netflix for improvement in their subscription in Indonesia.

In this study, questionnaires were used as the main data collection source, and convenient sampling was used as the sampling method. Data analysis performed in this study confirmed convergent validity, discriminant validity, robustness, and multicollinearity using Structural Equation Modeling (SEM) with SmartPLS. As a result, it was found that Brand Experience (Sensory, Intellectual, Behavioral), Customer Satisfaction, Brand Love, and Brand Trust had a positive and significant effect on Brand Loyalty.

Keyword: Brand experience, brand trust, brand love, customer satisfaction and brand loyalty

Reference: 140 (2001-2021)